



March 30, 2006

TO: Transportation Authority of Marin Commissioners

FROM: Dianne Steinhauser, Executive Director

RE: Attached Summary of Non-Motorized Program implemented by Marin County.

Executive Summary

Attached is summary information regarding the status and progress of the County of Marin's Non-motorized Transportation Pilot Program. This will be presented for discussion at the TAM board meeting . **Discussion Item only.**

DEPARTMENT OF PUBLIC WORKS

P. O. Box 4186, San Rafael, CA 94913-4186 • 415/499-6528 • FAX 415/499-3799

COUNTY OF MARIN
www.co.marin.ca.us/pw

ADMINISTRATION
499-6570

ACCOUNTING
499-7877

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451-A AIRPORT ROAD
NOVATO, CA 94945
897-1754 • FAX 897-1264

BUILDING MAINTENANCE
499-6576 • FAX 499-3250

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499-7002 (VOICE/TTY)
FAX 499-3724

ENGINEERING & SURVEY
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499-7380 • FAX 499-7190

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499-6647 • FAX 446-7373

Farhad Mansourian, RCE
Director

March 21, 2006

Board of Supervisors
County of Marin
3501 Civic Center Drive
San Rafael, CA 94903

SUBJECT: Nonmotorized Transportation Pilot Program Approach and Related Staffing

Dear Supervisors:

RECOMMENDATIONS:

1. Approve initiation of Nonmotorized Transportation Pilot Program as outlined.
2. Allocate one (1.0) Principal Transportation Planner to Budget Center 238 effective May 8, 2006, and adjust Revenue Account 102-238-9367 by \$9,850 to recognize 75% grant funding for this position.
3. Authorize the Director of Public Works to submit required documentation to state and federal agencies to access Nonmotorized Pilot program funds.

SUMMARY:

Marin County is one of four communities nationally that has been selected by Congress to participate in a Nonmotorized Transportation Pilot Program under Section 1807 of the federal transportation bill, SAFETEA-LU. Section 1807 provides for \$25 million to each of the four communities for fiscal years 2006 through 2009.

This legislation states that "The Secretary shall establish and carry out a nonmotorized transportation pilot program to construct, in the following 4 communities selected by the Secretary, a network of nonmotorized transportation infrastructure facilities, including sidewalks, bicycle lanes, and pedestrian and bicycle trails, that connect directly with transit stations, schools, residences, businesses, recreation areas, and other community activity centers:

- (1) Columbia, Missouri.
- (2) Marin County, California.
- (3) Minneapolis-St. Paul, Minnesota.
- (4) Sheboygan County, Wisconsin.

The purpose of the program shall be to demonstrate the extent to which bicycling and walking can carry a significant part of the transportation load, and represent a major portion of the transportation solution, within selected communities.”

Following the passage of the Federal bill, a coordination meeting was held with representatives from the four communities, and federal and state staff, from December 13-15, 2005 in Washington D.C. That meeting was attended by Supervisors Kinsey and McGlashan, Craig Tackabery from our staff, and a Marin nonmotorized community representative Deb Hubsmith. During that meeting, it was decided by all that the requirements of the program, notably items like data collection, evaluation, and required reports to Congress should be standardized between the four communities and undertaken by one single consultant team.

It was also decided to create a Working Group with representatives from FHWA and a technical staff member from each pilot community. Deb Hubsmith was invited to participate in the Working Group on behalf of all four communities.

Since that time, staff has participated in conference calls. The goal of the four community representatives and federal staff was to develop program work products by March 15, 2006 including: eligible projects and selection criteria, an evaluation plan, and a national communications plan. A draft of those work program products has been included with this staff report. The funding for implementation of the evaluation and national communication tasks must come out of contributions from the federal allocation from each of the four communities.

An interim report is due to Congress by September 30, 2007, and a final report is due to Congress by September 30, 2010. FHWA will coordinate the submission of these reports through the collection and analysis of data obtained through each of the four pilot communities

Program Eligibility

The following represent eligible expenditures (by staff or consultants/contractors) under this program:

- Administration of all activities for this program.
- Network and project planning.
- Construction plans, estimating costs, required environmental documentation, permits, necessary right-of-way.
- Safety projects to decrease bicycle and pedestrian crashes, and/or conflicts.
- Routes of travel improvements to transit stops for pedestrians, bicyclists and persons with disabilities.
- Infrastructure projects that create a bicycle and pedestrian network, including bike lanes, pathways, sidewalks, bridges and tunnels
- Striping, signing, signalization, bike racks, bike parking, kiosks, lockers, and showers.
- Construction and construction engineering.
- Data collection to assess mode shift, environmental and health benefits of projects and programs; analysis, evaluation, and report preparation.
- Education, promotion, communication, and outreach related to nonmotorized transportation and the pilot program, including preparation of materials, website, printing and distribution.

- It is understood that there is an obligation limitation each year in the appropriating legislation which will subtract from the amount of available funds (approximately 15%) In addition, the national evaluation and coordination plan will also subtract from the amount of available funds. The costs are still being determined.
- All projects will comply with California Building Code Title 24 and the Americans with Disabilities Act.

Recommended Implementation Strategy

- Work with a national consultant and the three other pilot communities on development of a program for data collection, analysis, evaluation and reporting. Marin would pay a pro-rata share of these costs. An initial program plan will be developed by the four communities, United States Department of Transportation/Volpe Center, Rails-to-Trails Conservancy and the Federal Highway Administration. The program plan will include proposed project eligibility and selection criteria; both individual and combined data collection and evaluation plans; and a communication plan. Attached are draft documents provided for comments.
- Retain fulltime staff (Principal Transportation Planner) who, under direction, would be devoted to all aspects of this program.
- Select consultant(s) that would assist us in implementation of this program, including managing the advisory committee process.
- Since the focus of the program is on obtaining mode shift to nonmotorized methods, limit the project area to urbanized Marin for purposes of infrastructure project selection, monitoring and evaluation. Educational efforts and system wide projects could extend into western Marin (such as a signing project to a destination or bike racks).
- Develop an initial list of capital projects for evaluation from the adopted bicycle/pedestrian master plans from the county, cities and towns. Additionally, provide an opportunity for public input on additional projects to be included in the list to be evaluated.
- Develop a local outreach plan and strategy. This will include holding a well publicized County "Kick-Off" meeting for the Pilot Program where the aforementioned list of projects will be discussed, and the plan and purpose of the program will be further explained to the public. Additional projects for consideration can be solicited through the outreach process.
- Develop a network map that includes existing facilities, projects underway, and potential projects.
- Develop a matrix of funding sources that are expected to be available for projects during the pilot program period. In addition, develop a post Pilot program (beyond 2010) strategy (including leveraging additional resources) to implement projects with a goal of build-out of the Marin County bicycle and pedestrian system beyond for the period after 2010.

- Use an advisory committee process to provide input to the Department of Public Works on program elements and capital projects. The advisory committee would be requested to make a recommendation for selection of projects/programs in all the following categories: educational programs; promotion programs; low cost countywide infrastructure projects; planning projects; demonstration projects; primary network projects; network feeder projects; access to transit. Establish a Nonmotorized Pilot Program Advisory Committee who reports to the Public Works Director. Membership of the committee appointed by the Public Works Director will include:

Office of Education (1)
 Bike & Pedestrian (3)
 City Manager (1)
 Public Works Directors (2)
 Planning Director (1)
 Business Representative (1)
 Environmental Representative (1)
 Accessibility Representative (1)
 Marin County Transit District (1)
 Health Representative (1)
 Metropolitan Transportation Commission (1)
 Sonoma Marin Area Rail Transit (1)
 California Department of Transportation (1)
 Transportation Authority of Marin (1)
 Federal Highway Administration (1)

- Duties of the Nonmotorized Pilot Program Advisory Committee will include:
 1. Review and understand the goals of the program.
 2. Recommend a list of projects and programs to be carried out under the pilot program to the Public Works Director.
- For capital projects, the Advisory Committee will develop screening/prioritization criteria, consistent with the FHWA criteria and the goals and timeline of the pilot program to prioritize projects.
- The Public Works Director will consider the recommendation of the Advisory Committee when developing his recommended project list to the Board of Supervisors. The Public Works Director's recommendation will provide a timeline for implementing the programs and projects.
- The Board of Supervisors will hold a public hearing, considering the recommendation from the Public Works Director and public input, and make final decisions on projects and programs. For projects that are selected that are within cities or towns, consultation will be required with the city or town regarding their concurrence on implementing the project, and in determining which agency should be the lead agency to implement the project.
- The Public Works Director will program each project, and project phase, for a specific fiscal year for funding. Each project, program, and activity will have a Project Manager who will have authority from the public agency having jurisdiction over that project.

March 10, 2006

**Nonmotorized Transportation Pilot Program
Types of Eligible Projects and Proposed Project Selection Criteria**

Types of Eligible Projects:

The types of projects that are eligible for funding under this program are:

- infrastructure projects that create a bicycle and pedestrian network
- educational programs
- promotion
- network and project planning
- data collection, analysis, and reporting.
- travel that is related directly to a specific project (e.g. construction-inspection, meeting on project) that is necessary for that project

Proposed Project Selection Criteria:

Primary* Selection Criteria	Secondary** Selection Criteria
1. Expected to affect modal shift: Increased bicycling and walking Decreased motor vehicle usage Increased public transportation usage	1. Decrease congestion and energy usage
2. Part of the transportation network	2. Promote better health
3. Provides connectivity and access to: Transit stops and stations Schools Residences Employment areas Businesses Recreation Other community activity centers as defined by each pilot community (e.g. stadiums, concert halls, State fairgrounds)	3. Promote a cleaner environment
4. Safety	4. Affect attitudes and behaviors regarding nonmotorized transportation
	5. Potential for leveraging other: Funds Programs Projects Initiatives Events

***Primary selection criteria are to be used in all four communities.**

****Secondary selection criteria can be tailored to the needs of each community.**

Proposed Data Collection and Evaluation Plan for the Nonmotorized Transportation Pilot Program

Background

Section 1807 of the Safe, Accountable, Flexible, and Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) provides funding to four communities to construct a network of nonmotorized transportation facilities. Section 1807 also calls for the development of statistical information on changes in:

- motor vehicle usage
- nonmotorized transportation usage
- public transportation usage
- congestion
- energy usage
- frequency of bicycling and walking
- connectivity to community activity centers
- health, and
- environment.

Section 1807 requires that an interim and a final report based on this statistical information be submitted to the Congress.

A working group representing the four communities – with the assistance of representatives of the US Department of Transportation, the Rails-to-Trails Conservancy and the Marin County Bicycle Coalition – have reviewed the full legislative requirements and how the data called for by the legislation can be collected efficiently. This document is a product of the working group's effort.

Data Required

As can be seen from the matrix, the data to be collected will be done by surveys, manual and automated user counts; spatial presentations using technologies such as GIS; modeling; and program effectiveness measures. The data collected, analyzed, and reported will need to be consistent across the four communities implementing the Nonmotorized Transportation Pilot Program. The need for consistency calls for a centralized way of managing this effort.

Tasks Required

Phase 1 – “Before” Community-Wide Travel Survey Data

1. Develop initial “Before” data collection plan
2. Develop cost estimate to collect the data
DECISION TO PROCEED NEEDED
3. Develop survey and collect Before data in conformance with the plan
4. Analyze Before Data for each community

Nonmotorized Pilot Program – Data Collection Statement of Work

3/10/06

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5. Synthesize Before Data across the four communities

Phase 2 – Collect Other Non-Survey Local Data and Carryout Community-based Evaluations

1. Obtain available information on projects to be implemented in each community
2. Develop a data collection plan, protocol, and budget for the “Project Specific” before and after data collection for each community

NOTE: Data may be collected either by the contractor or directly by the individual communities.

DECISION TO PROCEED NEEDED

3. Collect before and after data in each community. Analyze and synthesize the results for each community

Phase 3 – “After” Community-Wide Survey Data

1. Collect After data in conformance with the data collection plan
2. Analyze After data
3. Synthesize After data

Phase 4 – Program Evaluation

1. Synthesize before data collected in Phase 1 and draft Interim Report
2. Synthesize the data collected in Phases 1, 2, and 3. Draft Final Report which includes project specific model runs for energy, environment, health etc.

Note: The final report will be developed in two parts: an interim version with available data for submission to the US Congress by September 30, 2010 and a final version after that date which contains all the data analyses.

Coordination of Data Collection, Analyses, and Reporting

As previously indicated, the legislative requirement for 2 overall Program reports to the Congress calls for consistency in data collection, analyses, and reporting across the four communities. The working group will use two approaches for arranging for consultants to carryout this work.

Phase 1 (and Phase 3):

A **single consultant** (or team) will be used to collect “before” community-wide survey data. The same consultant (or team) can be used to collect the “after” community-wide survey data. An advisory group with a representative from each community would be formed to advise the consultant of unique circumstances in each community. This approach (1) ensures comparability of data across the four communities – critical to synthesis and analysis of data for assessing the program’s results, (2) is more efficient than coordinating separate data collection in each community.

Phase 2:

A **central consultant and up to four local consultants** will collect other local level data and carryout community-based evaluations

One central consultant will develop a data collection plan that each community will use to:

1. Compile other (non-survey) “before” and “after” data,
2. Survey local users of facilities, and
3. Collect and compile other local data throughout the 4-year pilot.

If desired by the communities, up to four consultants – one selected by each community – will collect and compile the data for each community consistent with the data collection plan. Each consultant will prepare a quantitative and qualitative evaluation of the community’s progress and results. Alternately, the central consultant could collect the data in one or more of the communities.

If local consultants collect the data in the communities, the central consultant will assist the local consultants to ensure comparability. The central consultant will synthesize the data and prepare an overall program evaluation report.

Note: To ensure comparability of data collection, the central consultant in Phase 2 may be the same as the single consultant in Phases 1 (and 3) (and 4).

This approach ensures the validity, reliability and comparability of data and evaluation(s) across the four pilot communities, while offering a degree of local control and tailoring of the quantitative and qualitative assessment of each community’s progress and results.

Contracting Considerations:

Phase 1 – “Before” Community-Wide Travel Survey Data

The working group recognizes the need to get the “Before” data collection and analysis done quickly. Therefore, the most expeditious contracting mechanism must be used to get this work underway as quickly as possible.

Any FHWA-directed survey would require 5-6 months for clearance by the Office of Management and Budget once the survey is developed. Therefore, FHWA should not be the contracting agency. One of the communities should serve as the contracting agency using Nonmotorized Transportation Pilot Program funds, as agreed upon by the four communities.

Phase 2 – Collect other (non Survey) Community-Wide Data and Carry out Community-based Project Specific Evaluations

The working group recognizes that although these tasks will be carried out in the four communities, they must be coordinated across the communities by a central consultant. Because it is anticipated that surveying users of local facilities will be included in Phase 2, FHWA should not be the contracting agency for the central consultant or any of the four consultants for the pilot communities.

Phase 3 – “After” Community-Wide Travel Survey Data

These tasks must mirror those in Phase 1, and similar considerations are relevant. Work done in Phase 3 could be done by the Phase 1 consultant as an optional task to the original Phase 1 contract.

Phase 4 – Program Evaluation

The overall evaluation of the data collected in Phases 1,2, and 3 will be used as it becomes available for the interim and for the final reports to the U.S Congress. The reports must be based on a consistent evaluation methodology across the four communities

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Attached matrix

Attachment 1: Evaluation Methods and Measures for the Non-Motorized Transportation Pilot Program

		G O A L S							
		Decrease motor vehicle usage	Increase nonmotorized transportation usage	Increase public transportation usage	Decrease congestion	Connect to community activity centers	Promote better health	Decrease energy usage	Promote a cleaner environment
M E A S U R E S	Collect statistics on...	trip purpose ^{1,2,3}	trip purpose ^{1,2,3}	trip purpose ^{1,2,3}	volume ⁴	population connected to activity centers ⁵	ped/bike crashes and geographic dispersion ^{5,6}		
		number of trips per day by mode ^{1,2,3,6,7}	number of trips per day by mode ^{1,2,3,6,7}	number of trips per day by mode ^{1,2,3,6,7}	delay ⁴	inventory of facilities connected to activity centers ⁵	number of newly active users ^{1,2,3}		
		VMT ^{1,2,3}	miles biked ^{1,2,3}	public transit usage (miles) ^{1,2,3}					
		# of people in vehicle ^{1,2,3}	miles walked ^{1,2,3}	proximity to nearest transit stop ^{1,2,5}					
		vehicle ownership ^{1,2}	bicycle ownership ^{1,2}	bike on bus usage					
	Use already collected data on...						miles walked and biked ^{1,2,3}	VMT ^{1,2,3}	VMT ^{1,2,3}
						trip purpose ^{1,2,3}	bike/ped and transit usage ^{1,2,3}	bike/ped and transit usage ^{1,2,3}	
Non-infrastructure projects^{10,11}	<i>Depending on timing, the evaluation of non-infrastructure projects can include the travel behavior measures above</i>								

Note: these measures can be collected at two levels - communitywide and project area specific

Note: using models and other tools,⁸ convert travel data above to calculate physical activity impacts, energy usage and savings, and air pollution

METHODS FOR COLLECTING STATISTICS ABOVE	1. Surveying a Sample of General Population
	2. Surveying Users of the Facility
	3. Travel Diary (more useful at corridor scale)
	4. Level of Service (volume and delay)
	5. Spatial Analyses/GIS
	6. Manual Counts
	7. Automated Counts
	8. Data Conversion/Modeling
	9. Policy/Plan Evaluations
	10. Planning Process Evaluation
	11. Awareness Surveys or Other Tools

v. February 27, 2006

Outline of Statement of Work

Collection and Analysis of Travel Survey Data for The Nonmotorized Transportation Pilot Program

Drafted March 10 2006

Phase 1 – “Before” Data Community-Wide Travel Survey

- 1.1 Develop data collection plan
- 1.2 Do cost estimate to develop survey, administer it, and analyze the data

DECISION TO PROCEED NEEDED

- 1.3 Develop and carry out survey
- 1.4 Analyze data for each of four communities
- 1.5 Summarize before data across the four communities

Phase 2 – Community Wide and Project Specific Data Collection

- 2.1 Obtain available information on projects to be implemented in each community
- 2.2 Develop a data collection plan, protocol, and budget for quantitative and qualitative measures for all four communities

Note: Data may be collected either by the contractor or directly by the individual communities

DECISION TO PROCEED NEEDED

- 2.3 Implement data collection plan for Phase 2

Phase 3 – “After” Data Community-Wide Travel Survey

- 3.1 Implement survey – use same survey as in Phase 1
- 3.2 Analyze/ data for each of four communities
- 3.3 Summarize after data across the four communities

Phase 4 – Program Evaluation

- 4.1 Synthesize and analyze all “before” data collected in Phase 1 and draft the interim report
- 4.2 Synthesize and analyze all data from Phases 1,2 and 3 and draft a final report which includes project specific model runs for energy, environment, health etc.

FHWA Role

- Develop Program Evaluation Plan – update as required
- Coordinate all data collection/evaluation efforts in line with Program Evaluation Plan
- Submit interim and final reports to U.S. Congress

Draft Statement of Work –

Collection and Analysis of Travel Survey and Other Data for the Nonmotorized Transportation Pilot Program

Revised March 10, 2006

Background

Section 1807 of the most recent Federal transportation legislation, the Safe, Accountable, Flexible, and Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) provides funding to four communities to construct a network of nonmotorized transportation facilities. These four communities are Columbia, MO; Marin County, CA; Minneapolis-St Paul, MN; and Sheboygan County, WI. Although the Nonmotorized Transportation Pilot Program (NTPP) is being implemented in these four distinct communities, the legislation calls for the collection, analysis, and reporting of data that is consistent across the four communities.

Specifically, Section 1807 calls for the development of statistical information on changes in:

- motor vehicle usage
- nonmotorized transportation usage
- public transportation usage
- congestion
- energy usage
- frequency of bicycling and walking
- connectivity to community activity centers
- health, and
- environment.

Using the data collected, Section 1807 calls for the development of an interim report and its submittal to the US Congress on September 30, 2007. A final report is due for submission by September 30, 2010.

A working group representing the four communities – with the assistance of representatives of the US Department of Transportation, the Rails-to-Trails Conservancy and the Marin County Bicycle Coalition – have reviewed the full legislative requirements and how the data called for by the legislation can be collected efficiently. Attachment 1 is a matrix that indicates their consensus of what data should be collected as well as the methods of data collection envisioned.

As can be seen from the matrix, the data to be collected throughout the duration of the Pilot Program will be done by surveys, manual and automated user counts; spatial presentations using technologies such as GIS; modeling; and program effectiveness measures. The data collected, analyzed, and reported will need to be consistent across the four communities implementing the Nonmotorized Transportation Pilot Program. The need for consistency calls for a centralized way of managing this effort. The purpose of the current effort is to develop a plan and to carry out the collection of the general “before” and “after” travel survey data, analyze that data, and to

develop the interim and final reports on this Program. It is anticipated that this general data collection will be done by surveys (either by telephone or mail) of the population in each of the four communities.

For purposes of explanation, the data collection, analysis, and reporting to be conducted during this Program have been divided into four Phases:

- Phase 1 is the development of the plan for, and the actual collection, analysis, and reporting of, the community-wide “before” behavioral and attitudinal travel survey data.
- Phase 2 is the collection, analysis, and reporting of other, non-survey community-wide data and project specific “before” and “after” data in each community. Methods to collect these data besides surveys (e.g. counts, spatial presentations, modeling, and other measures of effectiveness) may be used.
- Phase 3 is the collection, analysis, and reporting of the community-wide “after” travel survey data.
- Phase 4 is the evaluation of the program, which includes synthesizing and analyzing all of the data collected in Phases 1-3 and writing the reports to Congress.

Scope:

The initial scope of this procurement is:

- Phase 1 Task 1.1, which is the development of the before data collection, analysis, and reporting plan and
- Phase 1 Task 1.2, which is the cost estimate to carry out that plan.

In conjunction with the four communities, a decision will then be made whether to proceed with:

- Phase 1 Tasks 1.3, 1.4, and 1.5; and with Tasks 2.1 and 2.2 in Phase 2.

In conjunction with the four communities, a decision will then be made whether to proceed with:

- Task 2.3 in Phase 2

Note that the data collection in each locality in Phase 2 may be carried out by that community in conformance with the data collection plan for Phase 2. The synthesis of the results of Phase 2 would, however, be completed by the consultant awarded this effort.

- Phase 3 all tasks
- Phase 4 all tasks

Objectives:

The objectives of the present effort are:

1. to develop a consistent methodology to collect “before” and “after” behavioral and attitudinal data in each of the four communities.
2. to coordinate and carry out the “before” data collection in each of the four communities during September of 2006.

3. to analyze and synthesize the “before” data and, in conjunction with FHWA, by April 30, 2007, prepare the final version of the interim report to the U.S. Congress.
4. to develop a plan for collecting “project specific” before and after data in each community.
5. to collect “project specific” before and after data.
6. to synthesize the results of the “project specific” data collection.
7. to coordinate and carry out the “after” data collection in each of the four communities during September 2010.
8. to synthesize all of the after data (general and project specific) that is available and, in conjunction with FHWA, by April 30, 2010 draft the interim version of the final report to the U.S. Congress.
9. to synthesize all of the after data collected by September 30, 2010 and, in conjunction with FHWA, develop the final version of the final report for submission to the U.S. Congress.

Tasks to be Conducted:

Phase 1 – “Before” Community-Wide Travel Survey Data

Note: Attachment 2 contains a ballpark estimate for the cost to each Pilot Program community for a consultant to perform the work outlined below. This estimate would be refined as part of Task 1.2.

Task 1.1: Develop “before” data collection plan:

Review the attached matrix and the recommended data measures under the columns “Decrease motor vehicle usage,” “Increase nonmotorized transportation usage,” and “Increase public transportation usage.”

Review existing travel survey methodologies (both telephone and mail formats) for collecting before and after travel survey data. In particular, review:

- The survey methodology that Boulder, CO, is using to collect travel and modal split data (see <http://www.walkinginfo.org/rd/planning.htm#data>).
- The Nationwide Household Travel Survey (see http://www.bts.dot.gov/programs/national_household_travel_survey/)
- The National Bicycle and Pedestrian Documentation Project of the Institute of Transportation Engineers (ITE) (see <http://www.altaplanning.com/>)

Determine from each of the four Pilot Program communities what travel survey data they currently have, the area of coverage and type of projects to be implemented under this Pilot Program, and any other relevant local data.

Based upon the above information, develop a plan for conducting a travel survey that will provide consistent “baseline” or “before” information on current travel behaviors and travel attitudes in the four communities. This plan shall include a sampling plan, the type of survey instrument, and a data collection protocol methodology.

Task 1.2 Develop a cost estimate to collect the before data in the four communities

Based upon the data collection plan developed in Task 1.1, prepare a cost estimate for collecting, analyzing, and reporting this data. Alternative approaches (e.g. surveys by telephone or by mail) shall be provided, if appropriate. This cost estimate is due on XXX,X,XXXX.

Decision Point: In conjunction with the four communities, based upon the plan and the cost estimate provided, a decision will be made whether to proceed with the remaining tasks in Phase 1, and with Tasks 2.1 and 2.2 in Phase 2.

Task 1.3: Develop survey instrument and collect before data in conformance with the plan

Collect the survey data in each of the four communities in accordance with the plan.

Task 1.4: Analyze before data

Analyze the data for each of the four communities, and for the Program as a whole.

Task 1.5: Data synthesis

Based upon the analysis conducted in Task 1.4, synthesize the results for each community and across all four communities.

Phase 2: Develop a plan to collect before and after project specific data in each community and other, non-survey community wide data

Task 2.1: Obtain available information on projects to be implemented in each community

Working In conjunction with each community, obtain any available information on which infrastructure and noninfrastructure projects are to be implemented under this Program.

Task 2.2: Develop a budget and a data collection plan for each community

Based upon the projects to be selected by each community, determine the most appropriate data to be collected for evaluation purposes. As would be expected, the type of data to be collected would vary according to the type of project being implemented.

Community-wide data on connectivity, congestion, and crashes also need to be considered.

Develop a plan for collecting before and after project specific data in each community. This plan shall be specific enough to be carried out by a consultant chosen by each community. The plan for each community should be coordinated with the other three communities so that similar data can be collected across communities when similar projects are implemented in several places.

Notes: Scope and estimated budget will be adjusted to reflect projects selected by the four Pilot Program communities.

The actual data collection and analysis could be conducted locally by four separate consultants chosen by each of the four communities or by the same consultant that is performing the work in Phases 1 (and 3). In either case, the consultant(s) would provide the results to be included in the analysis and reporting conducted in Phase 4.

Decision Point: In conjunction with the four communities, a decision will be made regarding whether to proceed with the remaining tasks in Phases 2, 3, and 4.

Task 2.3: Implement the data collection plan

Implement the data collection plan developed in Task 2.2 taking into consideration whether any of the four communities are collecting their own data.

Phase 3: “After” Community-Wide Travel Survey Data

Task 3.1: Collect after data in conformance with the plan

Collect the after survey data in each of the four communities in accordance with the plan.

Task 3.2: Analyze after data

Analyze the data for each of the four communities..

Task 3.3: Data synthesis

Based upon the analysis conducted in Task 3.2, synthesize the results for each community and across all four communities.

Phase 4: Program Evaluation

Task 4.1: Synthesize the data collected in Phase 1 and draft Interim Report

Using the “before” data collected in Phase 1 synthesize the “before” conditions across the four communities. In conjunction with the FHWA, by April 30, 2007 draft an interim report for submission to the U.S. Congress..

Task 4.2: Synthesize the data collected in Phases 2 and 3 and draft Final Report

By April 30, 2010, using the “after” data collected in Phase 2, in conjunction with FHWA, develop an interim version of a final report for submission to the U.S Congress. A final version will also be developed that also includes the results of the Phase 3 “after” data collection when that data has been analyzed. Model runs for specific projects would also be performed to obtain statistical information on energy, environment, health, etc

FHWA Role:

- Develop Program Evaluation Plan – update as required
- Coordinate all data collection/evaluation efforts in line with Program Evaluation Plan
- Submit interim and final reports to the U.S. Congress.

Attachment 1: Evaluation Methods and Measures for the Non-Motorized Transportation Pilot Program

		G O A L S							
		Decrease motor vehicle usage	Increase nonmotorized transportation usage	Increase public transportation usage	Decrease congestion	Connect to community activity centers	Promote better health	Decrease energy usage	Promote a cleaner environment
M E A S U R E S	Collect statistics on...	trip purpose ^{1,2,3}	trip purpose ^{1,2,3}	trip purpose ^{1,2,3}	volume ⁴	population connected to activity centers ⁵	ped/bike crashes and geographic dispersion ^{5,6}		
		number of trips per day by mode ^{1,2,3,6,7}	number of trips per day by mode ^{1,2,3,6,7}	number of trips per day by mode ^{1,2,3,6,7}	delay ⁴	inventory of facilities connected to activity centers ⁵	number of newly active users ^{1,2,3}		
		VMT ^{1,2,3}	miles biked ^{1,2,3}	public transit usage (miles) ^{1,2,3}					
		# of people in vehicle ^{1,2,3}	miles walked ^{1,2,3}	proximity to nearest transit stop ^{1,2,5}					
		vehicle ownership ^{1,2}	bicycle ownership ^{1,2}	bike on bus usage					
	Use already collected data on...						miles walked and biked ^{1,2,3}	VMT ^{1,2,3}	VMT ^{1,2,3}
							trip purpose ^{1,2,3}	bike/ped and transit usage ^{1,2,3}	bike/ped and transit usage ^{1,2,3}
	Non-infrastructure projects^{10,11}	<i>Depending on timing, the evaluation of non-infrastructure projects can include the travel behavior measures above</i>							

Note: these measures can be collected at two levels - communitywide and project area specific

Note: using models and other tools,⁸ convert travel data above to calculate physical activity impacts, energy usage and savings, and air pollution

METHODS FOR COLLECTING STATISTICS ABOVE	1. Surveying a Sample of General Population
	2. Surveying Users of the Facility
	3. Travel Diary (more useful at corridor scale)
	4. Level of Service (volume and delay)
	5. Spatial Analyses/GIS
	6. Manual Counts
	7. Automated Counts
	8. Data Conversion/Modeling
	9. Policy/Plan Evaluations
	10. Planning Process Evaluation
	11. Awareness Surveys or Other Tools

v. February 27, 2006

DRAFT
Nonmotorized Transportation Pilot Program
National Communications Plan
March 3, 2006

The Communications Plan is an important aspect of the national demonstration purposes of the Nonmotorized Transportation Pilot Program. Among those purposes are: Develop shared sense of program purpose,

- Improve the success of individual projects and program through early and focused exchange of experiences and technical assistance,
- Define the program for a national audience of peer communities and decision-makers.
- Provide strategic approach to communicate with a national audience on innovations and results
- Encourage other communities to undertake similar projects and Congress to support future nonmotorized programs.

Without such a plan, the requirements of SAFETEA-LU could not be met and its purposes accomplished.

PART A. INTRA-PILOT COMMUNICATIONS

To allow an internal exchange of information among the four communities: Coordinate program activities among the four communities: Periodic in person meetings, conference calls, and a listserv for the representatives of the four communities would be conducted.

1. Private Listserv; A Yahoo listserv has been established. The group name is “Nonmotoring” and is accessed by members of the group at: <http://groups.yahoo.com/>. The group is moderated by RTC and its membership is by invitation only. The Yahoo service utilized for the following activities is a very powerful multifunction platform – and it is free. Because of its power, Yahoo Groups is very user friendly and the management activities described below are expected to be modest. The group is described as follows:

“Section 1807 Pilot Program Group -- The members of this group are actively working on implementation of the “Nonmotorized Transportation Pilot Program” authorized by the 2005 surface transportation act “SAFETEA-LU, Section 1807”, passed in August 2005. We are primarily public officials and private citizens who alone or through an organization are contributing to the success of the pilot program in the four designated communities: Columbia MO, Marin County CA, Minneapolis-St. Paul MN, and Sheboygan County WI...
“

Activity 1: Although membership in this group is voluntary, all invitees to the December 2005 summit and all current members of the Pilot Working Group will be urged to sign-up and actively participate in listserv information postings, queries and responses. All targeted participants will be invited and accepted as members in the ‘nonmotoring’ listserv within two weeks after this action is approved by the Working Group. Initially, the listserv will be a powerful tool to keep relevant and timely material *flowing in* from outside

sources to program participants. Later on, updates *flowing out* from the program to the interested outside world will balance an overall exchange that will energize the nonmotorized transportation movement.

Activity 2: For the duration of the Pilot Program, this listserve will be actively moderated. The moderator(s) will participate actively in the postings of the group, urging follow-up and augmenting queries and responses as appropriate to realize the potential for the Listserve to:

- Facilitate dynamic, 2-way communications.
- Generate a feeling of community among its members.
- Deal quickly with the logistics and mechanics of cooperative programming.
- Respond effectively to issues introduced for the benefit of all Pilot Programs.
- Encourage the full exchange of technical information so as to serve as the primary source of technical support and assistance for the pilot managers.

Activity 3: As time passes the interests of the Pilot Communities in the “Nonmotoring” listserve may change. Every 6 months, activities on the listserve will be reviewed and changes made to membership in the “Nonmotoring” group as desired by the Pilot Communities.

2. Private Website: The Yahoo website that services the listserve is exactly that, a website. As such, it is more than simply an e-mail distribution service. The page that provides access to listserve e-mail messages also provides access to:

- a. Chat
- b. Files
- c. Photo Gallery
- d. Website Links
- e. Polling
- f. Member Information
- g. Calendar

Activity 4: The “Nonmotoring” group moderator will actively promote the use of these features for the benefit of the Pilot Program. All features will be reserved exclusively for the use and benefit of members of the “Nonmotoring” group.

a. The “Chat” feature can serve as a free place for instant messages between two or more group members. Such conversations can be scheduled in advance or arranged instantly.

b. The Yahoo “Files” can contain up to 2MB of information. Here the group can store and access significant documents such as FHWA announcements, Conference programs, and other simple text documents of current and continuing interest.

c. “Photo Gallery” -- Here group members can upload pictures for use in public presentations as well as technical assistance tools.

d. The “website links” feature allows instant “hot links” to selected websites that are determined to be useful to pilot program managers. (See activity #5)

e. Occasionally, the Pilot program may find it useful to poll its managers to determine their views on important issues. The “Polling” feature of Yahoo’s listserve service will make such survey’s easy and free.

f. “Member Information” is the website location that allows the group to post information about themselves that they are willing share with other members of the group. This could include at a minimum their name, address, telephone number and email address. Depending on the interests of the individual it might include additional self descriptive material (e.g. Special skills’/expertise, availability to make presentations or provide special support services for other group members, etc)

g. The “Calendar” will allow group members to post events surrounding their pilot program that other members may be interested in and of course will allow the entire group to schedule group meetings, conference calls, etc.

3. Related Websites and Listserves: A number of organizations maintain websites that contain materials of potential interest to Pilot administrators. These would include websites such as <www.trailsandgreenways.org>, <www.bikeleague.org>, <www.bikewalk.org>, <www.americawalks.org><www.walkinginfo.org>, <www.bicyclinginfo.org>. Many of these organizations also maintain a listserve to serve their members and others who share their interests. Access to these websites and listserves could be highly beneficial to the Pilot Communities.

Special attention will be paid to all electronic resources associated with two programs closely allied with the purposes of the Nonmotorized Pilot Program. These are the Safe Routes to School Program and Walk to School activities. Both of nationally recognized programs, especially the former being a SAFETEA-LU funded program, will be a rich resource for information and supportive activities in each Pilot Community.

So as not to choke pilot managers with information overload, the flowing activities (#4 and #5) will be tightly edited using a set of criteria established by the Pilots for that purpose.

Activity 5: A current list of all such websites and listserves that are of potential use to Pilot Program managers will be maintained and available on the Pilot listserve, “Nonmotoring” in its “Website Links” section. (See 4(d) above)

Activity 6: The Pilot listserve, “Nonmotoring”, will join a limited selection of these related listserves as a member. In so doing, Pilot managers will benefit through cross-posting from the traffic on these related listserves. The “Nonmotoring” moderators will tightly filter all traffic to assure that all messages received by “Nonmotoring” group members are of relevant to the members.

4. Telephone Conferences: Often, the quickest way to solve a problem or to make a group decision is for the principles to hold a conference call – to confer. This function is often more important than regularly scheduled status and review consultations and are sometimes arranged at the last minute. Those interested in convening the call may not have the facilities or the budget to sponsor the call.

Activity 7: A conferencing service will be acquired for all members of the listserve group. This conference service will provide a toll-free 800 telephone number for conferees and will utilize a permanent call in number and a permanent conference “pass code.” This

action is intended to greatly increase member's willingness to conduct conference calls because they are easy and free of charge. As needed, but not less than bi-monthly conference calls will be organized for the Pilot "Working Group".

5. Face-to-Face communications: While recognizing the value and benefits of electronic communications media, it remains clear that persons with common interests wish to occasionally meet face-to-face. Pilot Program managers are not expected to be exceptions to this common desire. Meetings and workshops are seen as indispensable tools to augment day-to-day electronic communications. These face-to-face meetings will be particularly important for balancing the needs of FHWA with those of the Pilot Communities and in calibrating adjustments desirable to both.

Activity 8: The communication plan anticipates the continuing value of the current Working Group and the need for that group to provide a coordinating and monitoring function for the four Pilot Programs. Occasional well prepared and conducted telephone conference calls are expected to serve that group well. (See activity #7) In addition, an annual meeting of the Working Group will be held in conjunction with the "Bicycle Summit" in Washington D.C. in March of each year. That meeting will facilitate the work of the group, in particular its need to touch base with Pilot Program sponsors in the legislative and executive branches of the Federal government.

Activity 9: As the pilot programs get underway, inter-pilot communications and contacts will develop through the electronic media. (See activity 1-7) Information will be disseminated and problems solved. Activities of review and planning will be less well served and the building of broad understanding and consensus will be difficult. To provide for these program-wide needs, occasional meetings involving pilot participants beyond the Working Group are planned. Gatherings similar to the December 2005 "summit" will be convened as-needed with meeting location being rotated among the pilot communities.

The conference programs for these meetings will be developed by a committee of the pilot communities with special regard for the contribution of the host pilot community. Administrative and logistical support will be provided by this national communication activity. The meeting would last approximately 2 days and cover sessions on program status, research progress, special issues, community relations, federal program guidelines, etc.

6. Program Spending: A common language and common information will be important to shared learning among the pilot communities. Much of this commonality will be provided by the Research Plan and by the technical ideas and language of the nonmotorized transportation profession. Also needed will be a common set of facts and figures that will tell the story of what and how each pilot is doing during the demonstration period. This is essentially comparing and contrasting what each pilot is putting in to their communities whereas the Research Plan emphasizes outcomes. A common set of data describing what each pilot is building, advertising, educating, etc. -- how they are spending their money -- will help each in determining how best to fit their program to local needs and to the success of the national demonstration.

Activity 10: A reporting template will be developed that allows each pilot to annually report its spending plans and its "on the ground" accomplishments. This data is

disconnected from the research data as it provides a real-time picture of what is happening in “current” terms whereas the research plan speaks in terms of “before” and “after” data. Using the information voluntarily provide by the pilot programs using the standard reporting format, an annual report will be prepared for the informal use of program participants and others interested in the details of program progress. This report is important but must not be intrusive or burdensome – balance and flexibility should lead to a simple process and report. Further, the report will be so designed that each year’s report will contribute cumulatively to the interim and final Pilot Program Report to Congress.

PART B. COMMUNICATIONS WITHIN EACH PILOT COMMUNITY

To communicate with local partners within the each of the four communities.

Informing local partners within the four communities: Informational pieces common to the four communities would be made available to the four communities for their use.

7. Intra-Pilot Communications: Those directly responsible for the conduct of each of the four Pilot Programs will be engaged in implementing the program and in so doing will be communicating with all elements of the pilot community on all aspects of the Pilot program. They will do so largely using personal knowledge and materials they prepare for the immediate purpose at hand. Nevertheless, there are areas where generalized materials, prepared by others, may be useful in spreading the word locally and keeping all partners to the local program apprised of developments.

Activity 11: Local Support Materials: This activity will involve the preparation of component communications materials common to the four Pilot Programs and appropriate for use by each. These materials might include boilerplate narratives on the national program, its purposes, its progress, etc. Core Power-Point slides presenting program facts and figures and broader reflections on the importance and potential for nonmotorized transportation might also be developed. The Working Group will determine needs and oversee the preparation of these materials, These words, slides, paragraphs, pdfs, templates and other “pieces” would serve as useful insertions, collections, introductions, illustrations etc. in communications customized by each pilot community for its intended purposes.

8. Outreach: It is vital that each Pilot community takes on the Nonmotorized Pilot Program as a total community commitment -- that everybody from the Mayor on down commits to their role in a successful Pilot Program. This human network includes public servants, merchants, employers, educators, volunteers and others. The purpose of outreach is to bring everybody “on board” and elicit from them appropriate actions in furtherance of program purposes. Much of this activity will be accomplished by local practitioners using local resources. Some outside support may be worthwhile.

Activity 12: “Show Congress” Events: It is important that each pilot community has political leaders at the state and national level that understand and support the Nonmotorized Pilot Program and its impact on their constituents. “Show Congress” events have proven effective in showcasing projects funded under the federal “Transportation Enhancements” program. Such events could do likewise for the Nonmotorized Pilot program. Each Pilot Community will want to organize events that showcase its projects for local, state and federal officials. Each will do so in its own way and at its own pace. This

activity will make advice available to each based on past experience organizing the “Show Congress” series of events. In addition, insights into current developments in the U.S. Congress that can help shape successful local efforts in this area will be provided under this activity on an as-needed and as-requested basis.

Activity 13: Visiting Leaders: There are persons in America, and overseas, who have been involved in transportation reform that have informative and often inspirational messages to share. Their message can energize the Pilot Communities through presentations to city/county councils, rotary clubs, community meetings and other venues, and through local media exposure. The best of these leaders are probably those that have worked for nonmotorized alternatives in their U.S. communities and thus are in the lead as peers of the pilot program managers and professionals. This activity will lightly monitor developments in the nonmotorized world outside of the four pilot communities and occasionally profile those individuals that might be particularly useful to one or more of the Pilots. The “nonmotoring” listserv will play an important role in facilitating this “light touch” referral service.

PART C. COMMUNICATIONS WITH LARGER COMMUNITY

To encourage other communities to develop connected nonmotorized transportation systems: It is important to inform the larger nonmotorized community about the Pilot Program and to encourage other communities to develop connected nonmotorized transportation systems. The two reports to the U.S. Congress will be made available to these audiences. Periodic status reports, presentations at conferences and stand-alone workshops can be presented to explain what worked, what did not work, and the lessons learned.

9. Internet Outreach: Initially, the Pilot Communities will depend on passive information systems to spread the word about Nonmotorized Transportation Pilot Program activities. These systems, most notably the World Wide Web, are almost universally accessible and afford great opportunities and powerful tools for conveying information. They can be passive or made interactive if desirable. Such information tools impose the least possible burden on the Pilot Communities.

Activity 14: Nonmotorized Website: FHWA maintains a very large and well organized website at www.fhwa.dot.gov. In anticipation of a willingness on the part of FHWA to host a “Nonmotorized Transportation Pilot Program” section on their website, this activity will work with FHWA to design that Pilot Program section and populate it with information materials on pilot activities. These materials may be available “as is” from program activities or will be prepared specifically for use on the website.

10. Targeted Outreach Gatherings: Interest in the Nonmotorized Pilot Program is apparent and will increase over time. The March, 2006 Bike Summit in Washington DC is an example. The sponsors of the Bike Summit (League of American Bicyclists) scheduled a summit session on the Pilot Program and invited Pilot managers to attend. Many other organizations will have similar interests and will invite Pilot managers to make presentations and lead discussions. In addition to general interests, technical aspects of the Pilot program will attract much attention. The Pilot Program will remain responsive to these interests but, with few exceptions, will not initiate any on its own.

Activity 15: Speaker Coordination: Sponsors of conferences and workshops with an interest in the pilot program will contact individual pilot program managers and participants. It is expected that pace of requests for participation will quickly outrun the time and effort available to respond to them all. Especially in the early years, the Pilot Program should depend on these outside organizers to take the lead. A central coordinating resource will be helpful to control this demand by consulting with individual pilot program practitioners to see that the right pilot representative is selected to meet the specific needs of the requesting organization/conference. This activity will also advise the four pilot programs on the importance and value of individual requests.

Activity 16: Group Presentations: In later years, the Pilot Program may wish to make a more concerted effort to take its message to high value audiences. To accomplish this purpose, the Pilot Communities may select from among opportunities such as ProBike and ProWalk and similar conferences. Through this activity, mutually agreed to events and conference sessions will be organized that will carry the broad nonmotorized message efficiently and with high impact to these key audiences.

Activity 17: Open House: The interest in the Pilots by those in the broader nonmotorized transportation community will manifest itself in requests for on site visitation and consultation. Pilot managers will have little time to respond to these requests for individualized and escorted tours and briefings. Yet, the Pilot programs, as “laboratories” should be open to review and examination, especially in later years. A central resource to assist local pilot managers to control and channel these demands may be needed.

Activity 18: Annual Interim Reports: Information on the status of the Pilot Program will be in great demand. Funding agencies and practicing professionals in number will want to know, at least occasionally, “what is going on in the Pilot Program?” To respond efficiently and with one voice, this activity will collect information from each of the Pilots, including partial data available from the research plan and prepare a simple 20 page annual report on the status of the program. It will be published on-line and available in “pdf” format for printing multiple copies by others. It will be placed on a number of interested web sites to assure availability to the broadest number of interests. (See activity #10)

Activity 19: The Transportation Research Board is a unique national research organization chartered by Congress as part of the National Academy of Sciences and supported by grants from all DOT agencies and national organizations. Its annual meeting is the most important single event of the year for the transportation research community. TRB also sponsor special purpose, multi-day workshops during the year. These activities require the sponsorship of TRB Committees. These workshops will mobilize interest in the Nonmotorized Transportation Pilot Program among appropriate committees (e.g. Pedestrian and Bicycle Transportation). This activity will organize, through TRB sponsorship, two stand-alone multi-day workshops on non-motorized transportation focusing on the Pilot Program. This workshop, to be held on site in one of the Pilot Communities in 2008 will be organized and energized by the Pilot project managers. The costs of these TRB conferences are typically covered by registration fees.